ORDER

Order / Rev: 36870

Alt Order #: 08836531 Product Desc: OBAMA/P/D

Estimate: 1549

Flight Dates: 08/04/12 - 08/17/12

Original Date / Rev: 08/03/12 / 08/03/12

Order Type: **GENERAL** KLAS

Primary AE: Mike Jones

Sales Office: K-WAS

Sales Region:

Billing Cycle:

National

Agency Name:

Buying Contact:

GMMB

Billing Contact:

1010 Wisconsin Ave NW Washington, DC 20007

Billing Type: Cash

Billing Calendar: Broadcast

Agency Commission:

15%

EOM/EOC

Advertiser Name: Obama, Barack D-President

> Demographic: A35+ PO1 Product Codes:

LV2 Priority: Revenue Codes:

AGY, POL, CAND

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Orders

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/17/12	49	\$43,175.00	\$36,698.75

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	49	\$43,175.00	\$36,698.75	0.00
Totals	49	\$43,175.00	\$36,698.75	0.00

00:15:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share KLAS	Share	Total
KLAS	30%	\$43,175.00
Market	100%	\$143,916.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$35,979.17
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$7,195.83
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

L	1 (Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
	1	8	08/06/12	08/17/12	Live w/Kelly	СМ	9-10a	MTWTF	:30	4	\$650.00LV1	0.00 NM	6	\$3,900.00
					Live With Regis &	Kelly								
		Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	Wee	ek: 08/	06/12	08/12/12	MTWTF	4	\$650.00	0.00				ğ l		
	Wee	ek: 08/	13/12	08/19/12	MTWTF	2	\$650.00	0.00						
	2	8	08/06/12	08/10/12	Y&R	CM	11a-12p	MTWTF	:30	5	\$1,800.00LV1	0.00 NM	1	\$1,800.00
					Young & Restless									

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KLAS

Order / Rev: 36870 Alt Order #: 08836531

Advertiser:

Obama, Barack D-President

Flight Dates:

Product Desc:

OBAMA/P/D

08/04/12 - 08/17/12

Estimate:

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Ln Ch Start End YOUNG & RESTLESS	Inventory Code	Break	Start/End	Time Days	Len Spot	s Rate Pri	Rtg Type Spots	Amount
<u>Start Date</u> <u>End Date</u> Week: 08/06/12 08/12/12 <u>Spot Ch Date Range</u> <u>D</u>	Weekdays MTWTF Description		<u>Rate</u> \$1,800.00 /End Time	Rating 0.00	Weekdays I	Length Rate	Rtg Type	
2 8 08/06/12-08/12/12 Y	'&R	11a-			MTWThF	:30 (\$1,800.00)		
See MG 9.7,9.8,9.9,9.10 [due n/a upon entry (DA)]							
3 8 08/06/12-08/12/12 Y See MG 9.7,9.8,9.9,9.10	0,9.11,9.12,9.13,9.1	11a- ⁻ 14,9.15,9.16	12p		MTWThF	:30 (\$1,800.00)	0.00 <i>NM</i>	
[due n/a upon entry (DA 4 8 08/06/12-08/12/12 Y	••	11a-	12p		MTWThF	:30 (\$1,800.00)	0.00 <i>NM</i>	
See MG 9.7,9.8,9.9,9.16 [due n/a upon entry (DA	.1	14,9.15,9.16						
5 8 08/06/12-08/12/12 Y		11a-	12p		MTWThF	:30 (\$1,800.00)	0.00 <i>NM</i>	
See MG 9.7,9.8,9.9,9.16 [due n/a upon entry (DA		14,9.15,9.16						
3 8 08/06/12 08/17/12	8 News Now Noor 8 News Now Noo		12-1230p	MTWTF-	:30	5 \$650.00LV1	0.00 NM 7	\$4,550.00
<u>Start Date</u> <u>End Date</u> Week: 08/06/12 08/12/12	Weekdays MTWTF	Spots/Week 5	<u>Rate</u> \$650.00	Rating 0.00				
Week: 08/13/12 08/19/12	MTWTF	2	\$650.00	0.00				
4 8 08/06/12 08/10/12	Soaps / Let's Mak		1230-2p	MTWTF-	:30	5 \$750.00LV1	0.00 NM 5	\$3,750.00
THE BOLD AND THE BEAU Start Date End Date	Weekdays	Spots/Week	Rate	Rating				
Week: 08/06/12 08/12/12	MTWTF	5	\$750.00	0.00				
5 8 08/06/12 08/17/12	The Talk 2-3P The Talk	СМ	2-3p	MTWTF-	. :30	4 \$750.00LV1	0.00 NM 4	\$3,000.00
<u>Start Date</u> <u>End Date</u> Week: 08/06/12 08/12/12	<u>Weekdays</u> MTWTF	Spots/Week 4	<u>Rate</u> \$750.00	Rating 0.00				
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>D</u> 1 8 08/06/12-08/12/12 T	escription The Talk 2-3P	<u>Start</u> 2-3p	/End Time		Weekdays !	Length Rate :30 (\$750.00)	Rtg Type 0.00 NM	
See MG 9.7,9.8,9.9,9.10 [due n/a upon entry (DA	. 1	14,9.15,9.16						
2 8 08/06/12-08/12/12 T	he Talk 2-3P	2-3p			MTWThF	:30 (\$750.00)	0.00 <i>NM</i>	
See MG 9.7,9.8,9.9,9.16 [due n/a upon entry (DA)]							
Week: 08/13/12 08/19/12	MTWTF	<u>2</u>		0.00	.20	5 \$900 00LV2	0.00 NM 7	\$5 600 00
N 6 8 08/06/12 08/17/12	Ellen	CM	3-4p	MTWTF-	·- :30	5 \$800.00LV2	0.00 14141	\$5,600.00
Start Date End Date	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$800.00	Rating 0.00				
Week: 08/06/12 08/12/12 Week: 08/13/12 08/19/12	MTWTF	2	\$800.00	0.00				
N 7 8 08/05/12 08/05/12	Sun 530-6p Ins Ed Inside Edition Wk		530-6p		·S :30	1 \$225.00LV2	0.00 NM 0	\$0.00
INSIDE EDITION			- .	5 .:				
<u>Start Date</u> <u>End Date</u> Week: 07/30/12 08/05/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$225.00	Rating 0.00				
	escription	•	/End Time	0.00	Weekdays !	Length Rate	Rtg Type	
1 8 07/30/12-08/05/12 See MG 9.7,9.8,9.9,9.1	0,9.11,9.12,9.13,9.		6p		Su	:30 (\$225.00)	0.00 <i>NM</i> i	
[due n/a upon entry (DA		tion CN4	620.7-	Man-tale	20	4 \$000.0013/4	0.00 NM	63 600 00
8 8 08/06/12 08/17/12	Inside Edition		630-7p	MTWTF-	:30	4 \$900.00LV1	0.00 NM 4	\$3,600.00
<u>Start Date</u> <u>End Date</u> Week: 08/06/12 08/12/12	<u>Weekdays</u> MTWTF	Spots/Week 4	<u>Rate</u> \$900.00	Rating 0.00				
Week: 08/13/12 08/19/12	MTWTF	2	\$900.00	0.00			I	

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Ln Cl	h Start	End	Inventory Code	Break	Start/End	d Time Days	Len Spot	ts Rate Pri	Rtg Type	Spots	Amount
8	8 08/06/1	2 08/17/12	630-7p Inside Edit Inside Edition	ion CM	630-7p	MTWTF-	:30	4 \$900.00LV1	0.00 NM	4	\$3,600.00
Maak	Start Date :: 08/13/12	End Date 08/19/12	<u>Weekdays</u> MTWTF	Spots/Week 2	<u>Rate</u> \$900.00	Rating 0.00					
Spot	Ch Date Ra		escription		VEnd Time	0.00	Weekdays	Length Rate	Rtg Type		
5	8 08/13/12	2-08/19/12 6	30-7p Inside Edition	630-	7р		MTWThF	:30 (\$900.00)	0.00 NM		
			0,9.11,9.12,9.13,9.1 	4,9.15,9.16							
6	[due n/a upo)) 30-7p Inside Editior	630-	7n		MTWThF	:30 (\$900.00)	0.00 NM		
Ū			0,9.11,9.12,9.13,9.1					.00 (4000.00)	0.00 /4///		
	[due n/a upo										
N 9	8 08/06/1	2 08/17/12	7-8p Rotator 7-8p Rotator	СМ	7-8p	MTWTF-	:30	4 \$1,000.00LV1	0.00 NM	14	\$16,725.00
	Start Date	End Date		Spots/Week	<u>Rate</u>	Rating					
	: 08/06/12	08/12/12	MTWTF		\$1,000.00	0.00					
vveek Spot	: 08/13/12 Ch Date Ra	08/19/12 nge D	MTWTF escription		\$1,000.00 L/End Time	0.00	Weekdays	Length Rate	Rtg Type		
5		2-08/19/12 7		7-8p			MTWThF	:30(\$1,000.00)			
	See MG 9.7 [due n/a upo		0,9.11,9.12,9.13,9.1)]	4,9.15,9.16							
6	8 08/13/12	2-08/19/12 7	-8p Rotator	7-8p			MTWThF	:30 (\$1,000.00)	0.00 NM		
	See MG 9.7 [due n/a upo		0,9.11,9.12,9.13,9.1)]	4,9.15,9.16							
7	•		rice Is Right	10-1	1a		MTWThF	:30 \$1,300.00	0.00 NM		
0	MG for 2.5,8	3.6,2.4,7.1,5	.2,5.1,2.3,2.2,9.5,8.								
8			News Now 11p M-I		135p		MTWThF	:30 \$1,700.00	0.00 NM		
Θ.			.2,5.1,2.3,2.2,9.5,8.		125m		MTWThF	:30 \$1,700.00	0.00 NM		
9 (P)			News Now 11p M-l .2,5.1,2.3,2.2,9.5,8.		135p		MIMILIP	.30 \$1,700.00	U.UU 141WI		
10			News Now 11p M-I		135p		MTWThF	:30 \$1,700.00	0.00 NM		
̈́Θ			.2,5.1,2.3,2.2,9.5,8					• • • • • • • • • • • • • • • • • • • •			
11			News Now 4-5a	4-5a			MTWThF	:30 \$75.00	0.00 NM		
0	MG for 2.5,8	3.6,2.4,7.1,5	.2,5.1,2.3,2.2,9.5,8	5,9.6						l	
12			News Now 5-630p		0p		MTWThF	:30 \$1,250.00	0.00 NM		
-			.2,5.1,2.3,2.2,9.5,8		_			00 04 050 000			
13			News Now 5-630p 2,5.1,2.3,2.2,9.5,8.		Юр		MTWThF	:30 \$1,250.00	U.UU NIVI		
14			News Now 5-630p		ıΩn		MTWThF	:30 \$1,250.00	0.00 NM		
			.2,5.1,2.3,2.2,9.5,8					.00 41,200.00	0.00 (1111)		
15			News Now 5-630p		0p		MTWThF	:30 \$1,250.00	0.00 NM		
(10)	MG for 2.5,8	3.6,2.4,7.1,5	.2,5.1,2.3,2.2,9.5,8	5,9.6							
16			News Now 5-630p		0p		MTWThF	:30 \$1,250.00	0.00 NM		
⊕	MG for 2.5,	8.6,2.4,7.1,5	.2,5.1,2.3,2.2,9.5,8								
N 10	8 08/04/1	2 08/04/12	Sat 7-8p - ET Wki		7-8p		5- :30	1 \$250.00LV2	0.00 NM	1	\$250.00
ET	WEEKEND			· • · • •							
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week	:: 07/30/12	08/05/12	S-	1	\$250.00	0.00					440 477 57
									Totals	49	\$43,175.00